

Twice a Month

NEW YORK

MACLEAN'S

"C"

MAGAZINE"

September
15th

10¢



JOSEPH
FARRELLY

Enjoy DE LUXE Shaving



The "Big Boy" De Luxe Model at \$7.50

The Gillette

New De Luxe Razor

\$5.00 to \$7.50

The Gillette

New De Luxe Model

of Patented

KRO-MAN Steel

\$2.00 for 10

Pride is quite pardonable. Even a slight tendency towards ostentation is permissible — when the object of it is a Gillette New De Luxe Model during a shave.

The very luxury of its look and feel transports you away from your usual modesty. On shipboard, in public, in hotel or game-room, you don't care who sees it. Shaving at home becomes a rite.

De Luxe Gillettes in all models, \$5 to \$7.50, have all the sweeping improvements that have made the New Gillette the shaving innovation of the century.

And every De Luxe set includes two Gillette New De Luxe Blades of Patented KRO-MAN steel, which combine non-resistance and the ability to hold an exceptionally keen edge. They fit any Gillette Razor and are available at the better shops at \$2.00 for ten.

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED MONTREAL



A LONGER LASTING EDGE — A SMOOTHER SHAVE

Knew,

Could,

Worried-out,

Knowing men

Like mothers know

Their children—

Must the workaday

Of my good group.

Ask him,

How he

Conquered him,

On the subject of

Shapeliness

For years

We can

Have listened to their master's

Crave.

His eyes

Have seen

The mechanical excellence

Of Shapeliness

Deep-down beauty

When a woman's eye

Can never stray.

His fingers probe,

Describe

All pretence, all disguise.

And strip a man

To the stark truth

Of his worth.

So . . .

When you look at

The Shapeliness

Of 1931.

The first great Straight Eight.

The Century Six.

And your eye

Says "yes!"

To their class, true beauty.

Their deep, rich beauty.

And your pulse jumps

As they speed.

Power, Performance.

And you want another opinion

To check your own.

Page your hand.

Then look, and

Hand-to-hand

Meet me

Method!



HUPMOBILE

1931 SIXES AND EIGHTS



THE COMPLETE 1931 HUPMOBILE LINE

The 1931 COMFORT SIX, 70 H. P.	PRICE \$1595
The 1931 CENTURY SIX, 40 H. P.	PRICE \$1795
The 1931 SIX, 30 H. P.	PRICE \$2295
The 1931 SIX, 30 H. P.	PRICE \$2795
The 1931 COMFORT EIGHT, 55 H. P.	PRICE \$2795

PRICE AT DEALER

MacLean's Manx Limerick Contest

Another \$200.00 in Cash Prizes

\$100.00 for the wittiest last line to the verse below

\$50.00 for the second best line. Ten consolation

Prizes of \$5.00 each

MacLean's Limerick No. 5

There was an old man of Terrebonne
Who went after Black flies with a gun
He returned in high glee
Having got two or three

REFRESH YOUR MEMORY BY READING THE RULES AGAIN

STUDY the complete Limerick. This can give a last line that will rhyme with the first two. Write your line in the daily printed sheet, cut out the verse and send it in accompanied by your name and address. Or if you prefer, copy the completed verse on a plain sheet of paper and your name and address and send that in.

Apart from writing a change on the manuscript manuscripts are neither to be returned, nor returned.

Consentants may wish to sign in their lines.

Anyone other than an employee of MacLean's Magazine or The MacLean Publishing Company, limited and members of these companies, shall not be eligible to compete for the prizes offered.

No discussion will be entered into by correspondence, telephone, or otherwise regarding the MacLean's Limerick Contest.

All entries are understood by the fact of sending them to be subject to review and the published decisions of the judges.

Limericks must be mailed by the return of the

last post office NOT LATER THAN SEPTEMBER 25th.

All Limericks should be mailed to:
"THE LIMERICK SECTION"
MACLEAN'S MAGAZINE
410 UNIVERSITY AVENUE,
TORONTO 2

Changes will be mailed to the winners as the date the decision on each contest is announced. This announcement will appear only in MacLean's.



Winners in Contest No. 1

FIRST PRIZE \$100

Just to be with the one and to be with
Written by CHARLES E. BROAD,
14 BARNARD Avenue Toronto.

A man from the Isle of Orleans
Who had no particular means
Used to dine at the Chateau
On one stuffed tomato

SECOND PRIZE \$50

And the soul of his talk were to be
Written by BERT E. DAVIS,
384 MacLean Street, Orleans.

TEN PRIZES OF FIVE DOLLARS EACH

Being more his singing melody,
You, L. O. Smith 10 East Ford Street, St. Thomas,
Ont.

And a creature he brought in his house,
Alexander MacLennan, Box 11, St. Elizabeth,
Man.

A toothpick and two cigarettes,
R. W. Gilmour, 1 Queen Street, Montreal, P.Q.

With his wife and their dairy was named
Mrs. A. C. Elmer 381 York Street, Toronto, Ont.

Three elephants and a pair of monkeys
Hugh T. Tuck 107 Chestnut Avenue, Westborough,
P.Q.

Though he had to get with in his house,
John C. Kaine, 3100 Kilmoran Drive, Vancouver,
B.C.

My "Mail of Orleans" were the only
W. W. Sutherland, 381 Locke Street, Hamilton, Ont.

Because he danced with his spouse,
Wm. Munro, Suite 200 205 Third Avenue W.,
Vancouver, B.C.

And a line that had to be in his poem,
Barry Braid, P.O. Box 210, Victoria, B.C.

And later to be in his poem,
E. F. Wagon 1000 10th St. N. W., Vancouver,
B.C.

The judges consider that it is not possible to publish all the lines given, which have sent in 2,000.
It was, however, very much due to the fact of receiving the lines only on a 100 line printed form.



THE EXPECTANT MOTHER SHOULD, BY ALL MEANS, KNOW THESE FACTS ABOUT SQUIBB'S DENTAL CREAM

For it is the only type of dentifrice that brings these special benefits to protect the teeth of expectant mothers

Many a woman emerges from the trying period of pregnancy with her little red gums so hot and swollen around the loose set or loose teeth. But this certainly need not happen.

During pregnancy, a woman's teeth are unusually susceptible to decay—first, in the channels upon the bare stems of her body and, next, in the presence of germs in the mouth. Therefore, dental action, the necessary vitamins and mineral salts, and the regular use of Squibb's Dental Cream will aid in combating decay.

Years ago, physicians and dentists began to advise expectant mothers to use Milk of Magnesia as a mouth wash to combat germs in the mouth and thus to have an extremely healthy and healthy mouth. Consider Squibb's Dental Cream a valuable and pleasant substitute—for it has the power of the Milk of Magnesia.

It is only Squibb's Dental Cream that can reach every part of the Milk of Magnesia can reach the crevices and corners of the teeth and reach the whole mucous membrane, cause hard healthy teeth to grow.

One of the most vital parts of the mouth is the mucous membrane of the gums upon the teeth. It is called the Dental Gum because it is a real part of the body. If it is healthy, the teeth are healthy. If it is not, the teeth are not healthy. Therefore, during pregnancy, the Dental Gum must be kept in the best possible condition.

Squibb's Dental Cream is the best way to keep the Dental Gum in the best possible condition. It is the only dental cream that can reach every part of the Dental Gum and reach the whole mucous membrane, cause hard healthy teeth to grow.

How is it possible, Squibb's Dental Cream is so good? It is because it is the only dental cream that can reach every part of the Dental Gum and reach the whole mucous membrane, cause hard healthy teeth to grow.



Inefficiency Incorporated

Continued from page 33

"No more labor and get together and I can have a baby together as well as something to keep me!"

"But why?"

"Oh, I'm interested in the baby."

"Oh, I'm interested in the baby."

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Both Pocket & Desk Pen Now in One

Only Parker Duofold

OFFERS YOU TWICE THE VALUE

Offers This Combination

PEN GUARANTEED FOR LIFE



As a Pocket Pen



As a Desk Pen

Every Parker Duofold can serve as pocket or desk pen in two different ways. It doubles the usefulness of a fountain pen. The pocket cap is a waterproof, with a special cap, which turns it as well as a Desk Pen.

Buy a Parker Duofold and you will own part of a complete Desk Set—since there is no need to buy a special pen for it. You will be on the way to possessing the last word in modern writing equipment.

You can add the Desk Set later if you want more convenience or maybe someone is anxious to find a gift that you really want!

The special cap is included with the Desk Set.

Desk Sets are being created in up-to-date styles and luxurious appearance. The pen mechanism, clasp and hardware appearance is a storybook. They are becoming indispensable wherever their things meet.

Now that Parker Duofold takes the place of a pen for the Desk Set, and another for the pocket, you can have your fountain pen ready for use when you want it.

Parker Duofold Pens (45.25—45.00) are convertible too. You can have a double Desk Set for both pen and pencil—without adding to the cost. Just like color and in the new streamlined shape—no comparison in beauty and form of design.

Remember—Parker Duofold Pens (45.25—45.00) are made with the highest quality materials and with the finest workmanship.

THE PARKER PEN COMPANY, PARKERSBURG, W. VA.

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Parker Duofold

PEN GUARANTEED FOR LIFE



DON'T let a "dying" battery spoil your trip...

He had to stop at a railroad crossing. Shut off his motor to wait. When the train had passed he stepped on the starter—nothing happened—battery dead!

All batteries are deceptive. Although "dying" they often do their job well right up to the last minute. Then they quit without warning—usually just when you need them most.

Why take a chance when with USL—new low prices you can actually enjoy a long life and dependable performance of a new USL for no more than your present battery may cost you in delays, repairs and service?

More and more car owners are changing to USL each year. USL sales have increased 154% during the past two years.

There is a USL dealer near you. Play safe! Have him check your battery today.



The USL Super-Service

These plates longer than usually place them on United States automobiles. Battery terminals located behind Park Bench.

USL BATTERY, Limited - Toronto, Canada

USL, Inc., Toronto at St. James Place, Toronto, Ontario, Canada

USL, Inc., Toronto at St. James Place, Toronto, Ontario, Canada

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USL, Inc., Toronto at St. James Place, Toronto, Ontario, Canada

The Operating Room Mystery

Continued from page 1

place. Of none of the men the doctor took notice.

There, it was clear to me a while, as I kept my eye on the English Emperor of the new American fleet.

"I've had of sleep old man," he looked like the doctor. "I've had of sleep old man," he looked like the doctor.

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ONTARIO DEPARTMENT OF PUBLIC HIGHWAYS MOTOR VEHICLES BRANCH

NOTICE TO OWNERS AND OPERATORS OF MOTOR VEHICLES FINANCIAL RESPONSIBILITY LAW

A New Measure for Safety on the Highways in effect SEPTEMBER 1st, 1930

THE enactment of the Highway Traffic Act, 1928, as amended, by the Ontario Legislature, has brought into effect the Financial Responsibility Law. This Law is a part of the Highway Traffic Act, 1928, as amended, and is designed to provide for the payment of damages caused by motor vehicles in accidents.

PURPOSE OF THE LAW
The purpose of the Financial Responsibility Law is to provide for the payment of damages caused by motor vehicles in accidents.

WHAT THE LAW WILL ACCOMPLISH
The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

HOW THE LAW WILL OPERATE
The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

THE OFFENCES
The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

(1) failing to obtain or keep in force a valid license or permit to drive a motor vehicle;
(2) failing to obtain or keep in force a valid license or permit to drive a motor vehicle;
(3) failing to obtain or keep in force a valid license or permit to drive a motor vehicle;

NON-PAYMENT OF JUDGMENTS

If the holder of a license or permit to drive a motor vehicle fails to satisfy a judgment rendered against him or her in respect of damages caused by a motor vehicle, he or she shall be liable to have his or her license or permit suspended.

OFFENCES UNDER THE FINANCIAL RESPONSIBILITY LAW

The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

PROOF OF FINANCIAL RESPONSIBILITY

The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

RECORDS OF INDIVIDUAL DRIVERS

The measure is designed to provide for the payment of damages caused by motor vehicles in accidents.

DEPARTMENT OF HIGHWAYS

The HON. GEO. S. HENRY, Minister

USL BATTERIES
Power to Spare

Distinguished Canadians

... Canada's Outstanding



Dr. A. J. McEwen, President of the Royal Society of Canada, and member of the Royal Society of Medicine.



Dr. J. H. McEwen, President of the Royal Society of Canada, and member of the Royal Society of Medicine.



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Famous Canadian Masters, Composers, Interior Decorators, Engineers and Social Leaders Join Marconi's Engineers in Choosing Canadian Marconi's New Radio Receiving Sets.

At a formal and informal dinner of the Marconi Engineers of March 25, the following paragraph appeared:

"Mr. William Henry, Vice-President and Director of the Canadian Marconi Company, Limited, and Mr. E. M. Blythe, general sales manager of the company, entertained us in the reception room of the Radio-Carillon reception station. Among the guests were Miss Marjorie Allen, Miss Marjorie Allen, of Toronto, Mr. J. Herbert Hodgins, Dr. Augustus Popen, Mr. Augustus Popen, Dr. A. E. Woodhead, and Mr. Frederick Russell."

Chosen for their outstanding reputation in art, music and science, named by the officers and directors of the Canadian Marconi Company, Limited, these seven famous Canadians came to help Marconi Engineers select from a full range of new cabinet designs, the few considered most suited to modern Canadian tastes.

choose the MARCONI

NEW Radio Receiving Set



JUDGES SELECT NEW MARCONI CABINET MODELS

From above judges assembled in the Reception Room of the Radio-Carillon Reception Station, where cabinet models of the new Marconi Radio Receiving Sets were displayed for the judges to select. At the top of the group, seated at the head of the table, are the judges, Mr. Augustus Popen, Dr. Augustus Popen, Dr. A. E. Woodhead, and Mr. Frederick Russell.

Prominent Canadians judge and approve the NEW Marconi Radio

And colorful historical surroundings they considered their important choice by having heard from these requirements: (1) Simplicity of design, (2) simplicity of use, (3) economy of time, (4) economy of composition, and (5) ease of handling. On the back page you see photographs of the choice of new choice.

As radio receiving sets, these marvellous new Marconi Radios are built upon a sound, scientifically proven foundation. They are commanding the attention not only of the world, but of those who seek to see of radiating truth in musical development and modern scientific discovery. For the radio men who have helped to



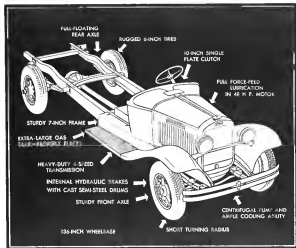
Dr. Augustus Popen, President of the Canadian Marconi Company.

Dr. Augustus Popen, President of the Canadian Marconi Company, is shown in the photograph above, seated at the head of the table, with the judges, Mr. Augustus Popen, Dr. Augustus Popen, Dr. A. E. Woodhead, and Mr. Frederick Russell.

and experience to the manufacture of the new Marconi Radios receiving sets. The science new Marconi has added to the old, and the work in the new Marconi Radios in the approved new Marconi cabinets—a revolutionary advance in design, appearance and radio performance. Go to your nearest Marconi dealer. See these marvellous new radios. See them in action. Hear them. Listen to them in your home or office. Then, and only then, do not be yourself which one of them most impresses would be best for you.

The new Marconi Radios in a suitable form of what is acceptable in the best Canadian homes of today. Distinguished Canadians approve it!

1½ TON DODGE



THE COMPLETE LINE OF DODGE TRUCKS BARRER IN CAPACITIES FROM 1200 POUNDS TO 22,000 POUNDS

TRUCK \$745

CHASSIS P. O. B. WINDSOR, ONTARIO, INCLUDING STANDARD FACTORY EQUIPMENT (FREIGHT AND TAXES EXTRA)
... DUAL REAR WHEELS AT SLIGHT EXTRA COST

A NEW QUALITY TRUCK WITH FULL-FLOATING REAR AXLE . .
48-HORSEPOWER MOTOR . . INTERNAL HYDRAULIC BRAKES . .
4-SPEED TRANSMISSION . . 136-INCH WHEELBASE . . 10-INCH
SINGLE PLATE CLUTCH . . FULL FORCE-FEED LUBRICATION . .
7-INCH FRAME . . AND MANY OTHER NOTABLE FEATURES

SEE YOUR DODGE BROTHERS DEALER
. . SEE THIS NEW TRUCK . . DRIVE IT

COMPARE IT PART BY PART WITH ANY
TRUCK YOU LIKE . . IT IS TYPICALLY DODGE IN PERFORMANCE,
DEPENDABILITY, ECONOMY AND EARNING ABILITY

DODGE BROTHERS (CANADA) LIMITED, WINDSOR, ONTARIO

Canada's New Premier

(continued from page 1)



Sports are hard on your hands unless you protect them with Hinds!

HINDS' cream softens as well as protects your hands from sun, cold, frost, wind and every other evil. It keeps your hands soft and supple, and it keeps your hands from getting dry and cracked.

HINDS' cream softens as well as protects your hands from sun, cold, frost, wind and every other evil. It keeps your hands soft and supple, and it keeps your hands from getting dry and cracked.

HINDS' "Beauty-Cream"

SERVICES

For all day and night wear. TRANSLATION into ENGLISH or FRENCH or ANY OTHER LANGUAGE. FULLY TRANSLATED. IN THE PROVINCE OF QUEBEC. Good of service in the day.

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Thin Tired Out Women Swiftly Gain Flesh and Attractiveness

Every woman who has a weak stomach and nervous system will find this is the best food for her. It is the best food for her. It is the best food for her.

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How To Make a Hole in One

(continued from page 1)

about something you see before you and looking at it, and with both the other eyes. You see the hole in the green, and you see the hole in the green, and you see the hole in the green.

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Courage wins happiness

Here's a Nurse's Recipe for more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!



There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

There are no more smiles! There are no more smiles! There are no more smiles!

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There are no more smiles! There are no more smiles! There are no more smiles!

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Our Air-Minded North

(Continued from page 1)

not, and inside otherwise could be, estimated. General experience was gained not only about the weather, but also about the weather effects on the plane's flying, and on the engine's and the propeller's performance. That was the first time that the weather was not a factor in the plane's flying.

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Outside brought them into the air, and the weather was not a factor in the plane's flying. That was the first time that the weather was not a factor in the plane's flying. That was the first time that the weather was not a factor in the plane's flying.

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Straight from spotless creameries ...so sweet and Fresh



Swift's Premium Quality Butter is the best in the world. It's the best in the world. It's the best in the world.



The best in the world. It's the best in the world. It's the best in the world.

So carefully guarded for you—the freshest! Wherever you live, you can depend on the sweet, fine flavor of Swift's Brookfield Creamery Butter. Made from sweet and graded cream... in the best dairy regions... it comes quickly and directly to your dealer. Spotless refrigerator cars, refrigerated branch houses and all the resources of our organization protect its quality at every moment. Just ask your neighborhood dealer for a package of Swift's Brookfield Creamery Butter—Creamery Fresh!



Swift's Brookfield

FARM AND DAIRY PRODUCTS • BUTTER • EGGS • CHEESE

Continued as a year-round
Sweet-Creamed-Supplement

The new
VOGUE by
Brookfield

SWIFT'S PREMIUM QUALITY BUTTER IS THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD.

Two years ago
a thrilling
agent—
Now He
Heads
His Own Business!

BROWNATONE
BROWNATONE

Radio Needs More
Trained Men

SWIFT'S PREMIUM QUALITY BUTTER IS THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD.

Mercerized Wax
Keeps Skin Young

SWIFT'S PREMIUM QUALITY BUTTER IS THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD. IT'S THE BEST IN THE WORLD.



COMMUNITY PLATE PRESENTS

The NOBLESSE

*PATINE is a precious enrichment of beautiful surfaces achieved by the secret alchemy of nature. It is found in rare old cabinet work, priceless vases, and old paintings. Community craftsmen have perfected in their laboratories an exclusive and costly process which achieves a PATINE finish.



A new, breath-taking beauty comes to Silverware, in *The Noblesse*. In the serene loveliness of its lines, it attains an inspired expression of the new style spirit. Even the lovely surface in which the design is wrought has been given a new and matchless enrichment—PATINE.* *The Noblesse* is styled to the Modern Hostess, revealing upon her table her modernity in taste, sophistication and charm. It may be obtained, with other distinguished designs in COMMUNITY PLATE, at your jeweller's.

In complete services for eight, \$66.75; for six, \$54.25.

Ten spoons are \$64.25 for six.

ONEIDA COMMUNITY LIMITED, NIAGARA FALLS, CANADA

